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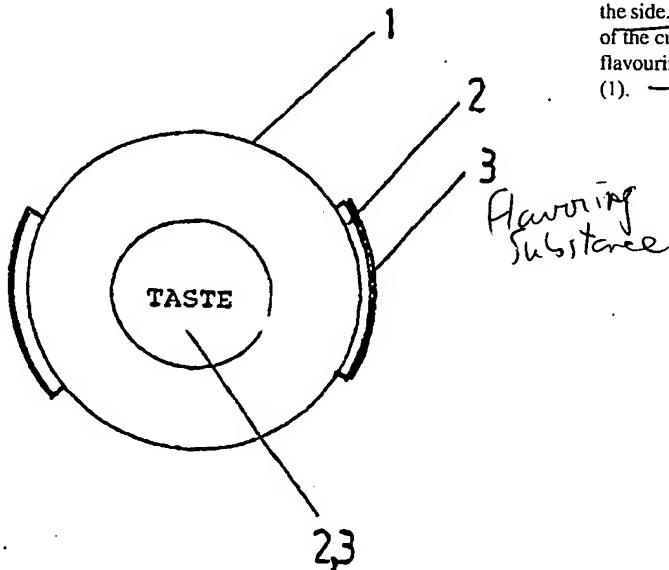
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: DEVICE FOR KEEPING TASTE SUBSTANCE

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(57) Abstract: A drinking cup (1) with an imprint (2) in the side. The imprint (2) is protruding from the main plane of the cup's side, the resulting pattern being coated with a flavouring substance (3) on the inside of the drinking cup (1).

DEVICE FOR KEEPING TASTE SUBSTANCE

5 The present invention relates to a drinking cup onto which small quantities of flavouring are coated and later released when liquid is added when drinking.

When releasing new products on the market, manufacturers usually mail out samples of the new product to introduce consumers to its qualities. Such samples come in units of reduced size compared to the ordinary product. The 10 products may be foodstuffs, stimulants, products for mouth hygiene, etc.

The manufacturers wish to mail out as many samples as possible for a certain price and to achieve the widest possible marketing for their financial investment. The number of units may be increased by reducing the quantity of the sample product per sample unit and reducing the cost of transport per unit.

15 When marketing new drinks, the packages with regular volume or special format packages with reduced volume are used.

At the dentist's, a cup with water or liquid for rinsing the mouth is always available during treatment.

20 The object of the present invention is to provide a packaging for sample drinks or mouth hygiene products containing the minimum necessary quantity of the product in order to achieve an acceptable sample taste while significantly reducing the weight of the sample unit.

25 This is achieved by providing imprints in the side of the drinking cup, such imprints protruding from the main plane of the cup's side and being coated with flavouring substance.

Further details of the invention appear from the following description of preferred embodiments of the invention with reference to the illustrations.

Figure 1 shows a drinking cup designed to be used with the device of the invention.

30 Figure 2 shows a drinking cup of a different design to be used with the device of the invention.

Figure 3 illustrates another view of the drinking cup of figure 1.

Figure 4 illustrates another view of the drinking cup of figure 2.

2.

Figure 1 shows a drinking cup 1 provided with an imprint 2 of letters, figures, patterns or the like. The imprint 2 illustrated in figure 1 is so designed that raised parts appear on the inside of the side of the drinking cup 1. The drinking cup 1 is meant to be a disposable cup made of thin plastic. The imprint 2 may provide information about the drink, or may be a name, a logo etc., that is to say an imprint aimed at marketing the product which may, for example, be a drink.

On the inside of the drinking cup 1, on the surface of the imprint 2, a flavouring substance 3 is provided. This may be coated on in a dry state and further dried, and it may contain aroma as well as flavour.

If water or another liquid is filled in the drinking cup 1 to approximately half fill the cup, the surface of the liquid will not reach the spot where the flavouring substance is located. This will be the case when the drinking cup 1 stands on a horizontal surface. When lifting the drinking cup 1 in order to drink, it will be placed at a slanting angle against the mouth and the liquid comes into contact with the flavouring 3 which dissolves and reaches the mouth with the liquid. Then the drinking cup 1 is replaced on the horizontal surface and the remaining flavouring substance remains undissolved.

In this manner, a very small quantity of the flavouring substance 3 is needed to give the consumer an acceptable taste of the product compared to a system where it would have to be dissolved in the entire quantity of liquid. The consumer is able to taste the substance at the same time as he sees information on the product displayed as the imprint 2 and/or at the bottom of the drinking cup 1 as shown in figure 4. It is also possible to fill the whole drinking cup 1 with water or liquid so that all the flavouring 3 dissolves immediately in the liquid. One can also consider placing the flavouring substance 3 at the bottom of the drinking cup 1 where an imprint 2 may be provided.

At the dentist's, a cup with water or liquid for rinsing the mouth is always available during treatment. A thin disposable cup 1 is used and often filled one third full with water. The present invention is quite suitable for use in such

situations for marketing flavourings for new toothpastes, mouthwashes, nutritional drinks and the like.

5 In the alternative designs illustrated on figures 2 and 4, the imprint 2 is made from the inside of the drinking cup 1. This implies that the recess formed by the imprint 2 on the inside of the drinking cup 1 is ready to receive the flavouring substance 3 in a somewhat larger quantity than the designs of figures 1 and 3.

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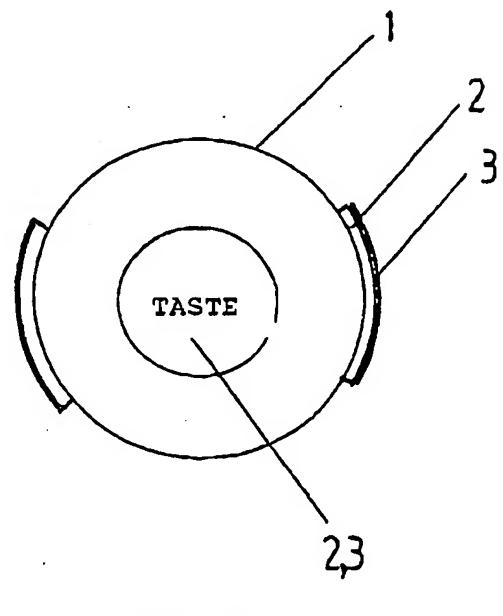
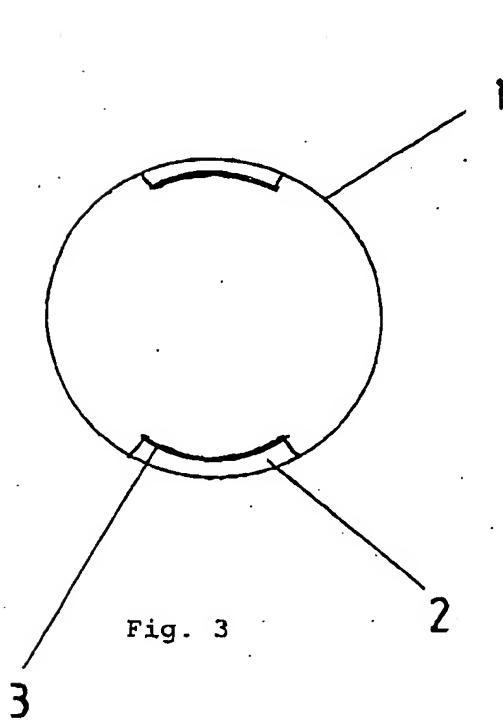
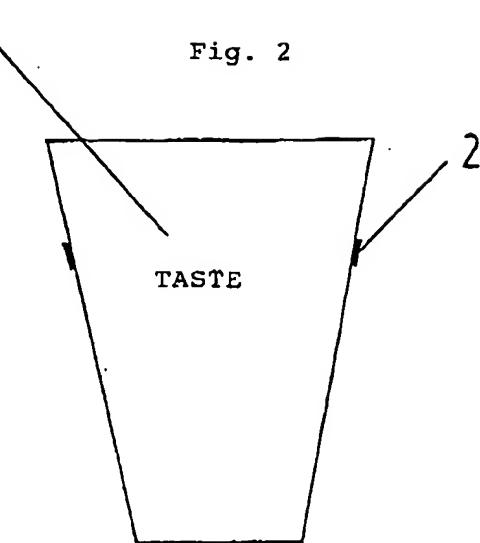
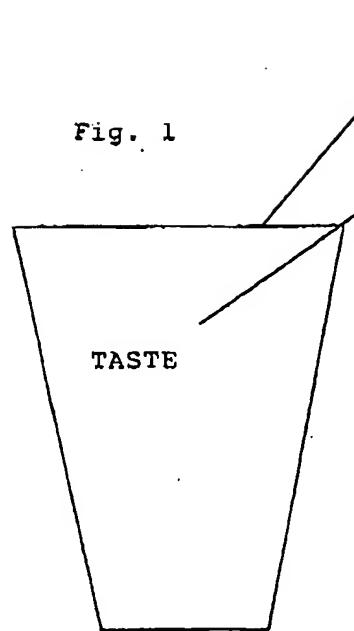
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CLAIMS

- 5 1. Device for holding a flavouring substance in a drinking cup (1), where information is printed on the surface of the drinking cup, **characterized in that** imprints (2) are provided in the side of the drinking cup and protrude from the main plane of the cup's side, the imprints (2) being coated with flavouring substance (3) on the inside of the drinking cup.
- 10 2. The device for holding a flavouring substance of claim 1, **characterized in that** the imprints (2) are provided in the upper part of the sides of the drinking cup (1).

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC7: A47G 19/22 // B65D 81/32, A61J 7/00, B65D 85/816
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7: A47G, A61J, B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 3278014 A (W.S. THORNTON), 11 October 1966 (11.10.66), column 2, line 12 - line 19; column 2, line 32 - line 42 --	1-2
X	US 2062897 A (C.O.R. MICHEL ET AL), 1 December 1936 (01.12.36), page 2, line 6 - line 13; page 2, line 20 - line 25 --	1-2
A	US 3202275 A (R.G. LOUGHARY), 24 August 1965 (24.08.65), column 4, line 6 - line 10; column 4, line 30 - line 32 --	1-2

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- "E" earlier application or patent but published on or after the international filing date
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- "P" document published prior to the international filing date but later than the priority date claimed
- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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- "&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
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INTERNATIONAL SEARCH REPORT

2

International application No.

PCT/NO 01/00021

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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A	US 3252803 A (B.I. BELASCO), 24 May 1966 (24.05.66), column 2, line 3 - line 9; column 2, line 42 - line 45 --	1-2
A	JP 10181780 A (PIPPU FUJIMOTO KK) 1998-07-07 abstract (online) (retrieved on 2001-04-17) Retrieved from EPO PAJ Database --	1-2
A	US 2794545 A (R.G. OLSON), 4 June 1957 (04.06.57), figures 1-2,4 -----	1-2

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INTERNATIONAL SEARCH REPORT

Information on patent family members

02/04/01

International application No.

PCT/NO 01/00021

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 3278014 A	11/10/66	NONE	
US 2062897 A	01/12/36	NONE	
US 3202275 A	24/08/65	NONE	
US 3252803 A	24/05/66	NONE	
US 2794545 A	04/06/57	NONE	

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